



Why Businesses Are Using Fuelmywebsite

About Fuelmywebsite

- We are one of the World's largest blogging networks.
- Supported by UK Government Global Entrepreneur Program
- Partnership with Nokia
- JV with the UK's largest SEO company

"Fuelmywebsite are helping UK businesses rise above the online noise and validating their brands to new customers, which compliments the Government and its vision and effort to help grow innovative SME's from the UK." - Derek Goodwin - UKTi Deputy Director for Investment, Head of Global Entrepreneurship and Head of Tech City

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1. Blog Reviews With Fuelmywebsite

75% of offline and online purchases are made after checking online reviews (YouGov poll 2011) , by using our service your business will get reviewed on blogs, talked about on Twitter, liked on Facebook and gain a higher ranking on Google search leading to more credibility and sales.

Customer..

The most important person in this is the customer. Any online business will have just one shot at acquiring a new customer. If they have a bad or terrible experience, they will not only never come back, they'll tell all of their friends, on and offline.

Honesty..

Honesty is the best approach to take – allowing your customers to read unbiased reviews will increase confidence in the product or service being offered. Also it allows you as a business to focus on the day to day running of the business.



Why we are different..

With over 40,000 bloggers in our network and the relationship over the past three or four years, we are able to reach out and ask bloggers to visit your premises, take delivery of a product or simply redeem a code on your website, whichever way, we are able to guarantee the reviews. You need to provide your service or product free and ship it directly or book the blogger in for an appointment/meal etc – this enables a full and honest review of the entire service, and remember to treat a blogger with the same level of respect as you would a member of the press.

Our process..

Is simple but deadly effective. We are given the brief by you, you tell us what product or service is required to be reviewed, you then give us information and images to include in our outreach. We next compile an opportunities newsletter and send it to all 40,000 bloggers – we then filter through all the results and select the most relevant to your business with the highest Google page rank. You then receive the list and send the vouchers, book the appointments, or send the products directly. The blogger then uses the service and we ensure they carry out the review. They are given anchor text where required and each blog is individually owned and most have their own URLs. 99% Tweet their links on Twitter and share their posts on Facebook. SEO win.

2. Real testimonials for websites

Once completed, we offer you a real testimonial widget that can be pasted on your website, this will help to validate your brand to any potential new customers that may not have any experience of using your service.

The review code is simple HTML code that is emailed to you and then can be simply copied and pasted on to your website.

The screenshot displays the Iflyton High Street website interface. At the top, there's a navigation bar with 'HOME', 'LOG IN', 'HELP', 'FITTING ROOM', and 'REVIEWS'. A large 'Reviews' section is highlighted, featuring a testimonial from a blogger. The testimonial text reads: 'I was aware of Iflyton High Street T-shirts before this review having come across them when I was searching for a birthday present for my eldest son. Iflyton is a UK online T-shirt store that brings together ranges from official band merchandise to girls t-shirts..... [read more on the blog](#)'. Below this, there are several other review snippets, each with a title and a short paragraph, followed by a 'read more on the blog' link. On the left side, there's a sidebar menu with categories like 'Superstore', 'Ifly Offers', 'Lucky Dip', etc. On the right side, there's a search bar and a 'My Basket' section indicating 'You have no items in your shopping basket.'

3. Nokia branded NFC sticker for driving offline traffic

With our recent partnership with Nokia, we are now offering a co-branded NFC enabled sticker to give to each business running a campaign with us, for free. These stickers are worth £60 each.

This will enable passers-by in the street to tap on the sticker (works through glass), and go directly to a pre-determined URL.

We launched with a “Like us on Facebook” sticker, initially the sticker will go to your Facebook page. See how it works [here](#).

An example of an NFC enabled window sticker in action in a London café can be seen below:-



Our feeling is that this technology will be huge during 2012.

It is confirmed the NFC technology will be installed in most mobile phones from October 2011 including Blackberry, Nokia, Google Nexus, HTC, Samsung, Motorola. Apple bought thousands of NFC patents in 2011 and is widely tipped to have the chip in iPhone 5.

List of phones the technology is in can be seen [here](#).

4. Sales on group buying websites

About..

Groupon, Living Social, KGB Deals, Wowcher and the list goes on..

Group buying websites offer products and services at significantly reduced prices and because of their huge numbers of users (normally in the millions) are able to drive massive sales figures over a 24 hour period.

Typically, these websites feature a deal of the day and various side deals, recently most have branched out to a more localised market targeting cities across the UK/World.

Buyers then print off a voucher to claim their discount at the retailer offline or use a code to redeem online.

What's in it for them?

In return for all those lovely sales and huge spikes in traffic, you give the deal site a commission per sale. You can expect to pay 50% commission on each sale, if this is not enough, they will try to drive your offer price down to a crazy level, the salesman will tell you that you need to offer around 70% discount.

What we do..

We will negotiate the deal for you. Our relationships with the above sites are at board level. We negotiate deals daily on behalf of many customers and as such we can negotiate far better rates and at no loss to you. Typically 20-30% commission.

Simply..

Let us know what your cost price is plus a small amount of profit that makes you happy to gain a lot of new customers. Remember, you will need to show a good discount off the RRP and we will advise if a package may be better rather than an individual product. Telling us this is in strict confidence, we never mention it to any deal provider.

Competitive..

Getting on these platforms is very very difficult, but hugely rewarding, once we create a deal that sounds right, we will add a small amount of commission to your deal cost price, this means that every unit sold, you pay us that small amount – so it really is a no brainer for you. It is now in our interest to get the deal on the best platform and maximise sales. We do not take this role lightly and will stress many times just how many sales you can expect. Sometimes in the high thousands. This sounds good in principle, but you must be able to deliver and we will ensure your site looks correct and you are 100% clear on this.

Sales, sales, sales..

One of our clients went from 100 sales per month to 3,100 in a day. Not only did this generate profit, it grew their customer database by 3,100 people, in a day. You are normally paid on redeemed vouchers, not all sales.

5. Social media work

Facebook, Blog posts, Twitter and LinkedIn

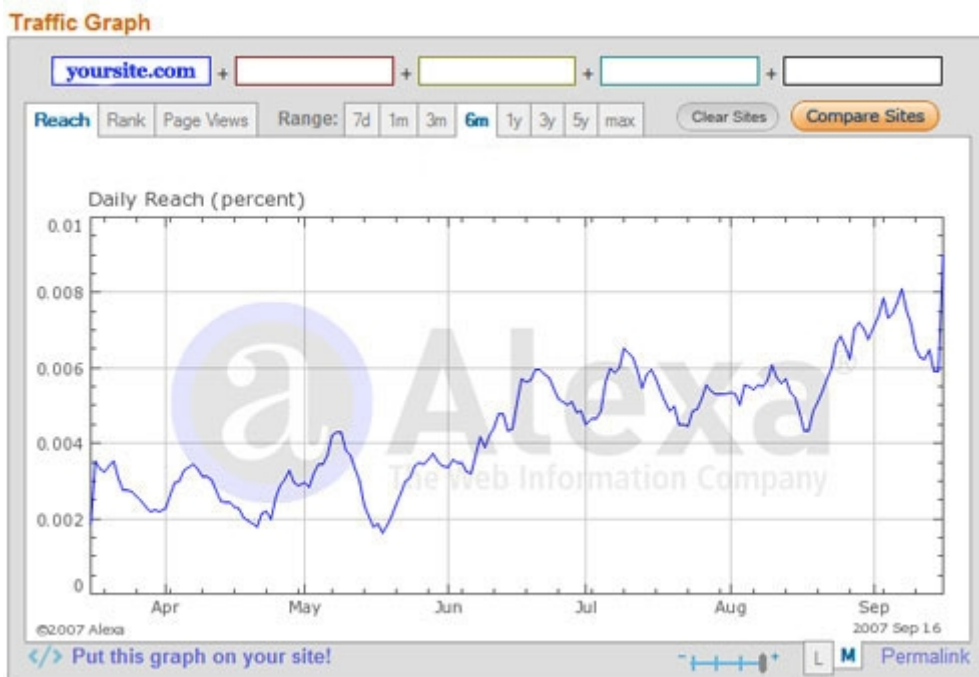
We have looked after and grown many businesses Facebook presence and Twitter followers. Keeping a track on who is talking about your business is not a two minute job, engaging with customers online takes up a lot of time.

We have helped companies go from 10 Facebook fans to over 3,000 in under a year, you'll notice this is not overnight and not in a spammy way – anyone that tells you they will grow your Facebook fans hugely within weeks will be doing it using illegal websites and farms of cheap labour out in India or China. Facebook will switch your page off, and with it, your credibility.

The whole point in having a solid online presence is to get more sales, by working on your social media presence, we will ensure a constant and steady growth but only of people interested in your company. There is absolutely no point having 3,000 fans who live in India if your business is a hairdresser in Hertfordshire. We will work on a strategy to drive a solid base of fans that could be converted to being a customer.

We can build Twitter and Facebook pages and also create a Blog for you on your website.

And if required, for a monthly fee, run them all for you too.



6. SEO

Everyone says they can do it, and most businesses have an experience of being burnt by useless companies.

Over the past five years we have built a solid relationship with the UK's number one search marketing company. Our new Joint Venture enables us to offer you highly effective and affordable SEO services and packages, designed to suit your budget and needs perfectly. With no bullish claims or false promises.

Our partners have over ten years of experience in online marketing, and have developed for us a highly effective range of online marketing services for small businesses. Whether you're new to SEO or you already have a search engine marketing strategy and you'd like to try a different approach, we are confident we can help.

All of our Small Business SEO packages include permanent link building as a standard feature.

SEO Local

- Targets 3 Keywords
- Google Local setup
- Directory submissions
- Article writing and submission

SEO Countrywide

- Targets 5 Keywords
- Advanced link partnerships
- Article writing and submission
- Press release distribution

Professional

- Targets 10 Keywords
- Advanced link partnerships
- Article writing and submission
- Press release distribution

Supersearch

- Targets 15 Keywords
- Full SEO website audit
- Advanced link partnerships
- Article writing and submission
- Advanced press release distribution

7. Website design & branding/logo

Based in Hertfordshire, we try as often as possible to meet face to face and discuss your requirements. We need to feel your vision and desire for your business.

Web

We can offer websites, from static or brochure sites to bespoke CMS systems and online shopping sites.

If you have an existing website we will have something to offer to help improve your website appearance, effectiveness and profitability.

Logo & Identity

Your corporate identity and printed literature says a lot about your company, it is the first impression for most customers when approaching you, so it needs to be the right impression. We can help create the right look by developing your ideas into a finished identity, offering a logo to embody your company or organisation to a full corporate identity with comprehensive brand guidelines, colour schemes and image usage.

Costs..

We try to be the most competitive out there – please do drop me a line to discuss further so we can provide you with a quote on anything above.

Fuelmywebsite is a trading name of Fuelmyblog. The executive team are based in London, UK. Fuelmyblog is a limited company registered in England and Wales. Registered number: 06080908.

www.fuelmywebsite.com